
OLR Bill Analysis

sSB 65

AN ACT CONCERNING THE SALE OF FARM PRODUCTS AS "CONNECTICUT-GROWN" AND CERTIFICATION FOR "CONNECTICUT-GROWN" MARKETS AND RESTAURANTS.

SUMMARY:

This bill requires anyone selling a Connecticut-Grown farm product (i.e., one with a traceable origin within Connecticut) to do so in the "immediate proximity" of a sign that (1) identifies it as Connecticut-grown and (2) discloses the name and address of the person who grew or produced it. Violators are subject to a \$100 fine per day of violation.

The bill renames the "Connecticut Farm Fresh Market" and "Connecticut Farm Fresh Restaurant" programs as the "Connecticut-Grown Market" and "Connecticut-Grown Restaurant" programs. These programs, which the agriculture commissioner administers, promote grocery and food stores and restaurants that sell or serve food made with farm products grown or produced in Connecticut.

The bill also revises the criteria that grocery or food stores must meet for the commissioner to certify the store as a Connecticut-Grown Market. Specifically, it (1) decreases, from 15% to 5%, the amount of Connecticut-grown farm products that the store must continuously stock on its shelves year round and (2) adds a new, higher, seasonal requirement of stocking its shelves with at least 25% Connecticut-grown produce in July, August, and September.

EFFECTIVE DATE: October 1, 2014

CONNECTICUT-GROWN SIGN

Under the bill, the Connecticut-Grown sign must:

1. be readily visible to consumers;

2. be at least eight and one half by 11 inches in size;
3. have lettering in a size, font, or print that is clearly and easily legible; and
4. state something substantially similar to "This farm product is Connecticut-Grown. This farm product was grown or produced by the following person or business (insert the name and address)."

COMMITTEE ACTION

Environment Committee

Joint Favorable Substitute

Yea 28 Nay 0 (02/28/2014)